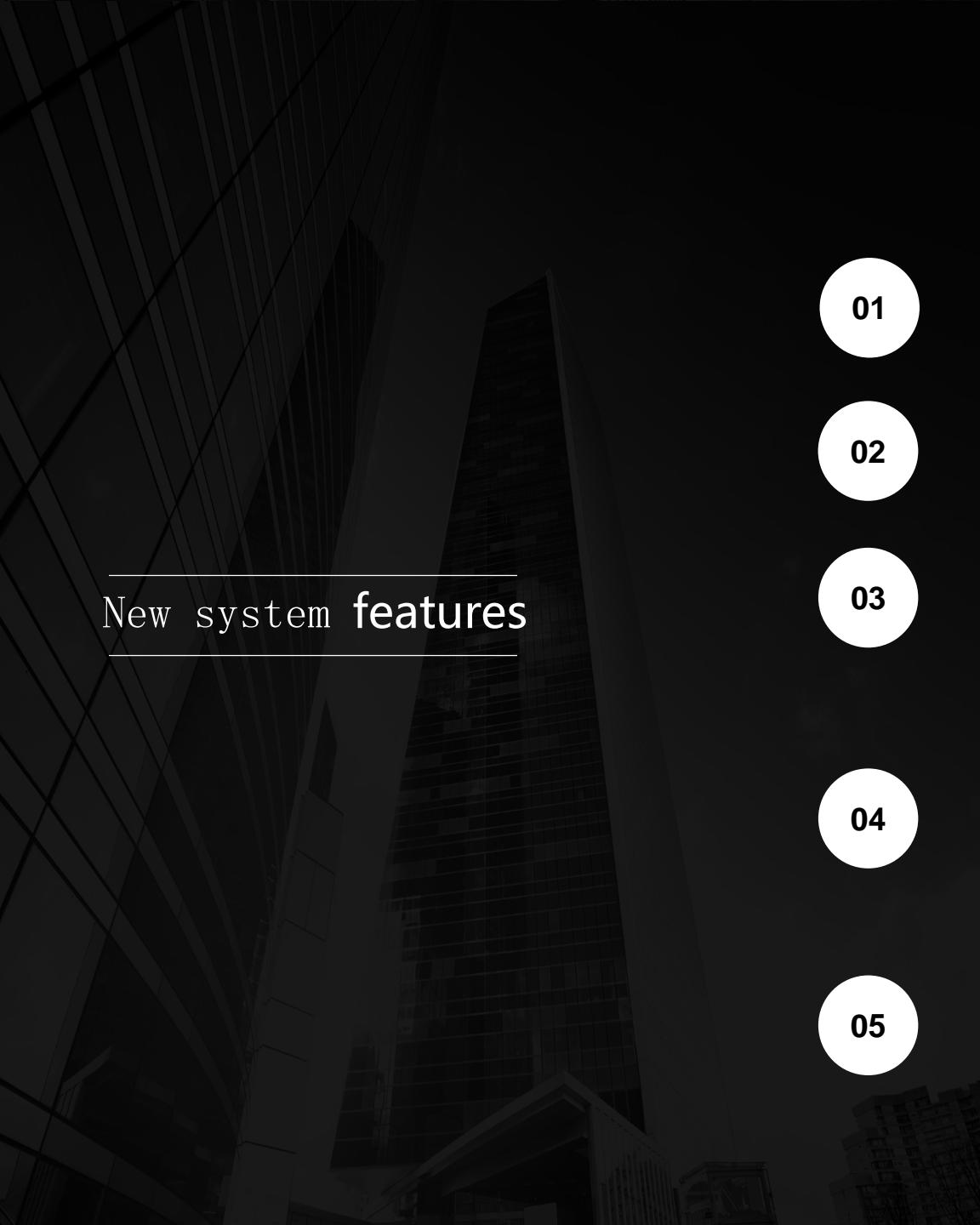




King Power future EC system Proposals

Jessica's Secret



New system **features**

01

Can satisfied web-shopping habits of Chinese mainland

02

Can help operation team to adjust site contents promptly

03

Can help marketing team to create campaigns or promotions, especially on Chinese marketing environment

04

Have better scalability to customization both on coding and new function modules

05

Can easier to exchange data with china marketing partners

01

The shopping habits of
China mainland users



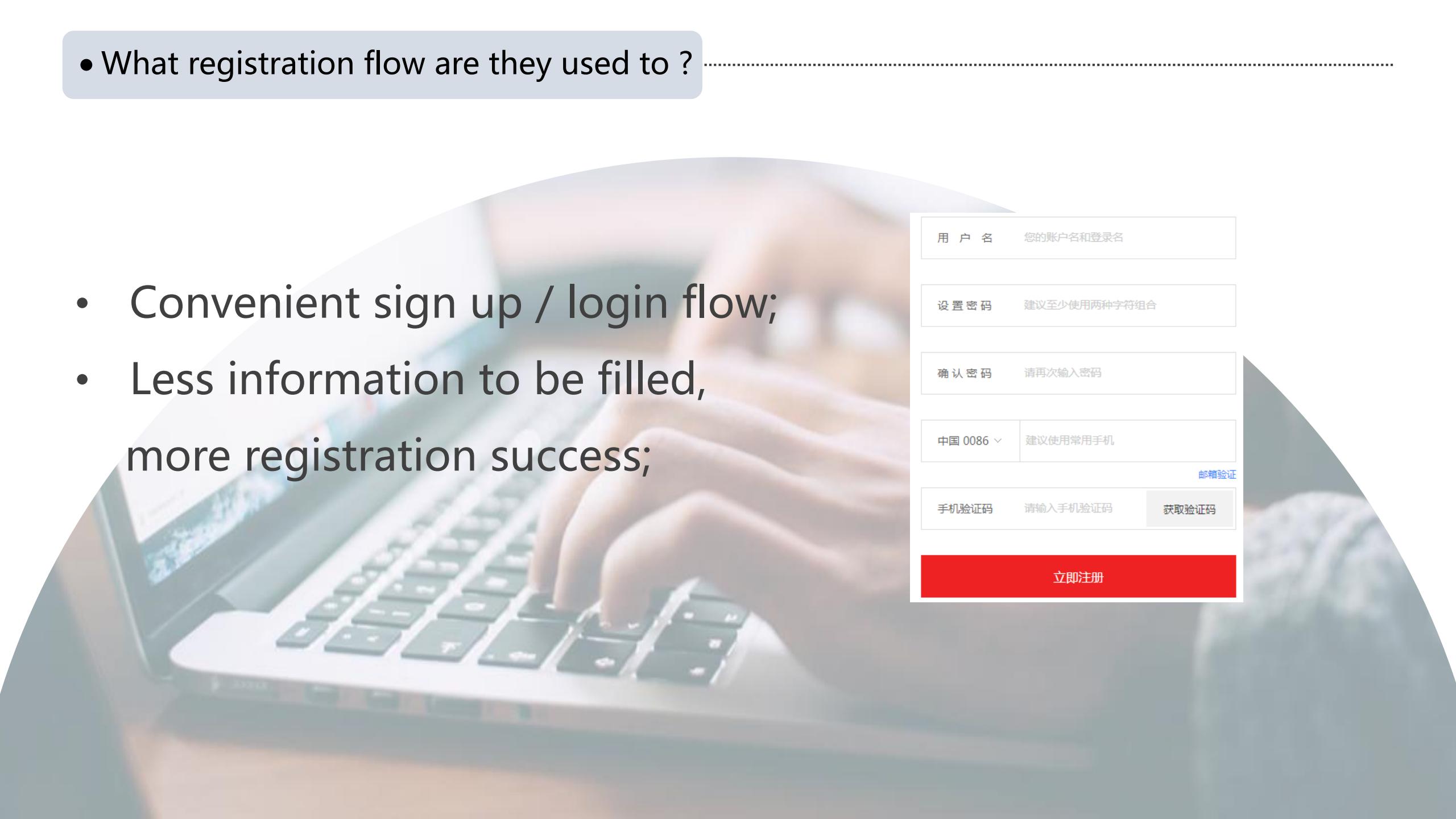
- What terminal devices do they like?

According to analysis system data, almost 80% traffics come from mobile devices.



- What registration flow are they used to ?

- Convenient sign up / login flow;
- Less information to be filled,
more registration success;



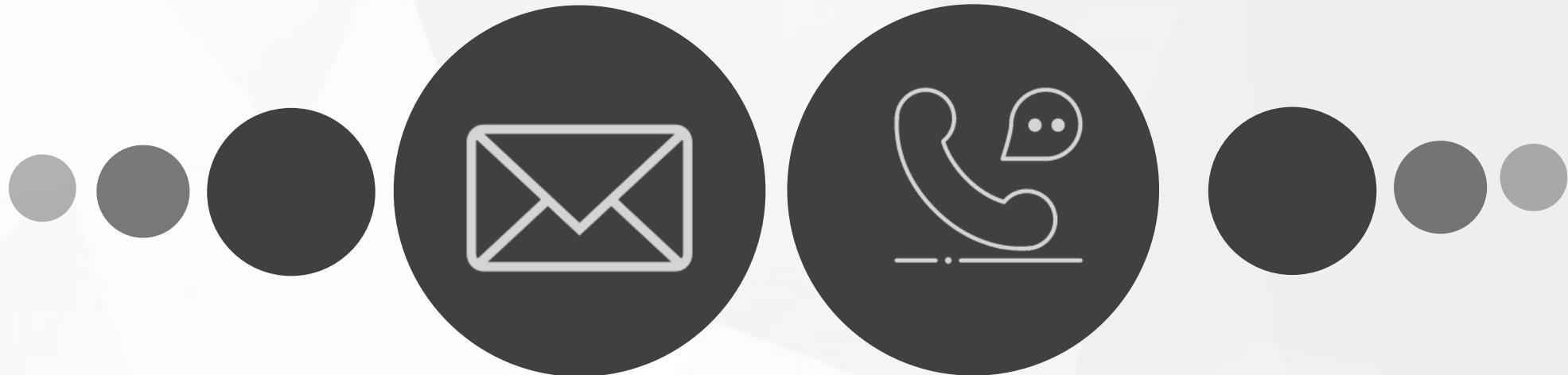
The image shows a registration form with the following fields:

- 用户名: 您的账户名和登录名
- 设置密码: 建议至少使用两种字符组合
- 确认密码: 请再次输入密码
- 中国 0086 ▾: 建议使用常用手机
- 邮箱验证: (link)
- 手机验证码: 请输入手机验证码
- 获取验证码: (button)
- 立即注册: (large red button)

- Which way they favor to receive messages?

They are hardly to notice their email box but to notice the phone message ,

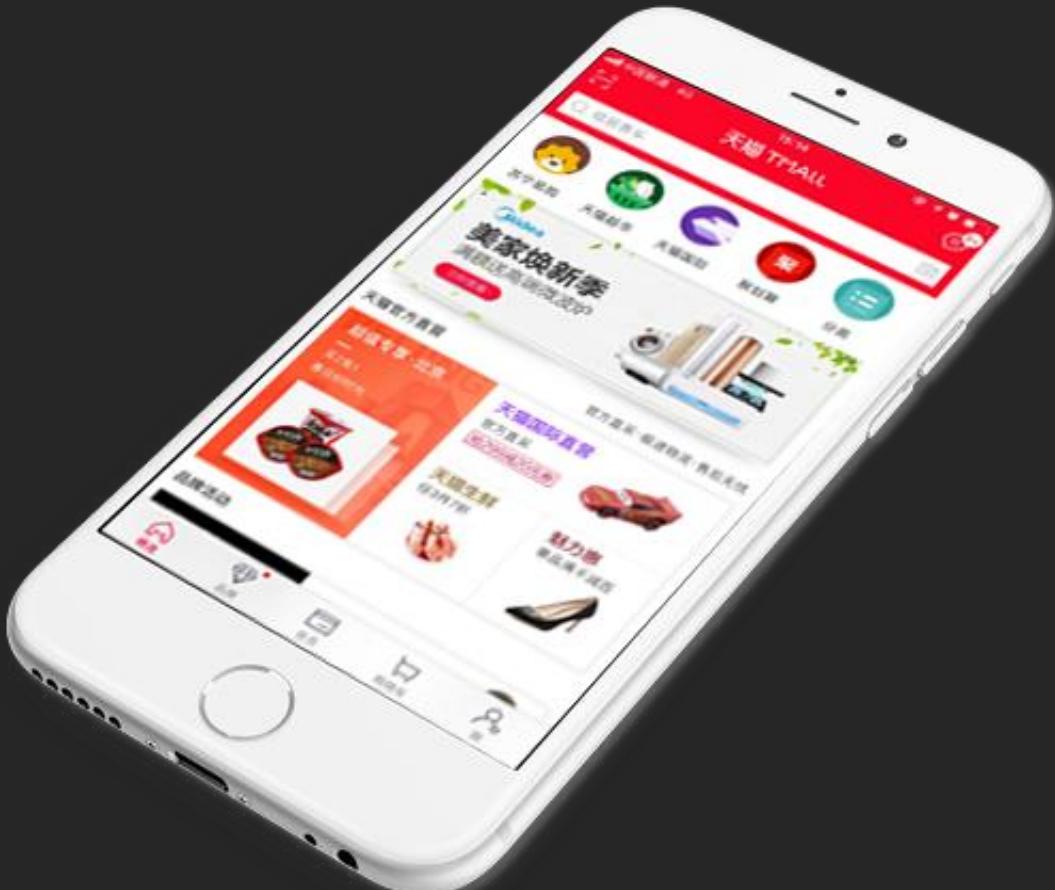
App' s pushed messages and WeChat enterprise Account.



- They are used to communicate with merchant online

- To consult goods details
- To query service items online
- To submit return/refund online
- To check logistics information online

The benchmark App TMALL

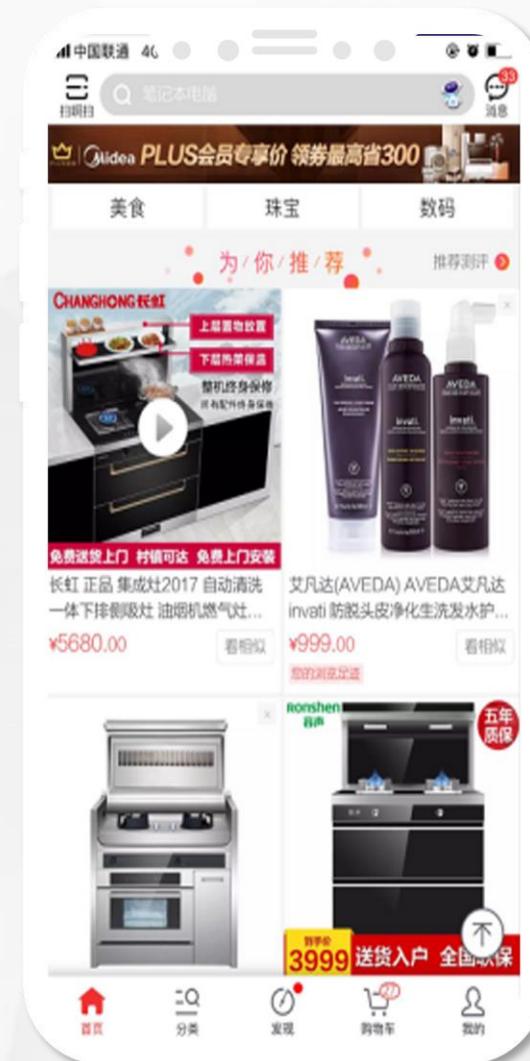


They needs transactions to be transparent, timely and responsive

- They hope to find what they want promptly and easily

- Fabulous search functions
- Intelligent recommended goods according to their behavior traces and history transactions

They want system know them more ...



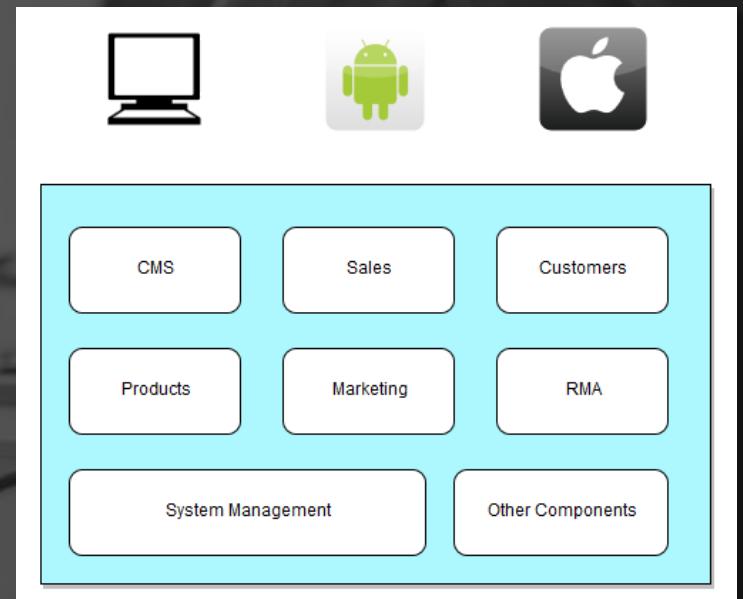
02

The future EC system will greatly improve current UE deficiency



- Multi-terminal support

- Cover PC, Android, IOS all network terminal
- Design different contents layout for PC and mobile terminals
- Enhance mobile user experience



- search function

- More accurate
- Give suggestion prompt to close to user wants
- Provide more friendly and fine filter function



- Improve promotion information display way

- If promotion information is not direct and unclear to customers, it will **result many CSR works**
- If customer can find it directly , it is **more attractive** to user for adding to their cart

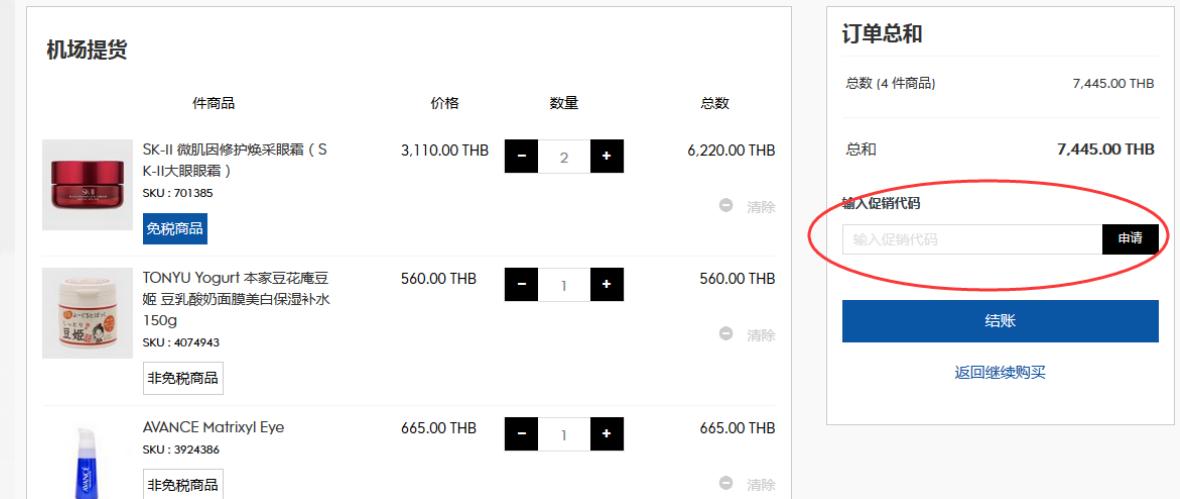
The solution will be designed like below:



- Usage of coupons

It is not convenient for customer to input number one by one, give options will be better

Difficult to practice offer overlay



>> Difficult to practice grouped promotion(e.g. Points redeem、new customer rewards crossed)

• Shopping- cart UE improvement

If cart changed, not response immediately,
this will make user uncomfortable

机场提货

商品	价格	数量	总数
SK-II 微肌因修护焕采眼霜 (SK-II大眼眼霜) SKU : 701385 免税商品	3,110.00 THB	- 1 +	3,110.00 THB
TONYU Yogurt 本家豆花嫩豆 姬 乳酸奶面膜美白保湿补水 150g SKU : 4074943 非免税商品	750.00 THB	- 1 +	750.00 THB
AVANCE Matrixyl Eye SKU : 3924386 非免税商品	890.00 THB	- 1 +	890.00 THB

更新您的购物车

订单总和

结账

返回继续购买

购物车

城野医生 (Dr.ciLaboLabo) 控油收敛化妆水 200ml

¥ 131.95

数量 4

小计 (4件商品): ¥ 527.80

购物车可以暂存您的商品，并且显示商品的最新价格。
是否有礼卡或者优惠券？您可以在选择付款方式时输入礼卡号或者优惠码。

Because their regular web experience is like below: once cart changed, the amount will adjust immediately

离岛地点 : 海口美兰机场 下单后最快6小时可提货

每满60立享【每满60减60】 小计:\$575

CLINIQUE倩碧 水漾滋润润唇膏06 3g
条码 : 020714445355
选择 : 06甜心小胖 免税价 : ¥115 库存不足
修改促销 > 加入收藏
- 5 + 剪除商品

全选 总价\$575 购物车金额 : ¥575 确认订单

- For the payment experience

- Can not pay again
- Can not duplicate order rapidly

This will result customer jump out

>> Solution: It's better to provide customer more chance for payment

订单号: 88410000013
放入 Sep 30 2017 12:44:06
总和 10,685.00 THB
已下单宝贝
机场提货

	LA PRAIRIE Anti-Aging Eye Cream SPF 15 A Cellular Protection Complex 15ml SKU : 146623	1 x 6,090.00 THB
	蜗牛8 肌肤修护抗皱日霜 SKU : 4001610	1 x 1,390.00 THB
	SK-II 微肌因修护焕采眼霜 (SK-II大眼眼霜) SKU : 701385	1 x 3,205.00 THB
小计 (3 件商品)		10,685.00 THB

收到订单
1 Ordering 2 Packing 3 Shipping 4 Delivery

提货细节
Mr. ying zhang
护照号码: E9696005
航班号码: 2U6082
起飞日期: 2017-10-01
起飞时间: 14:30

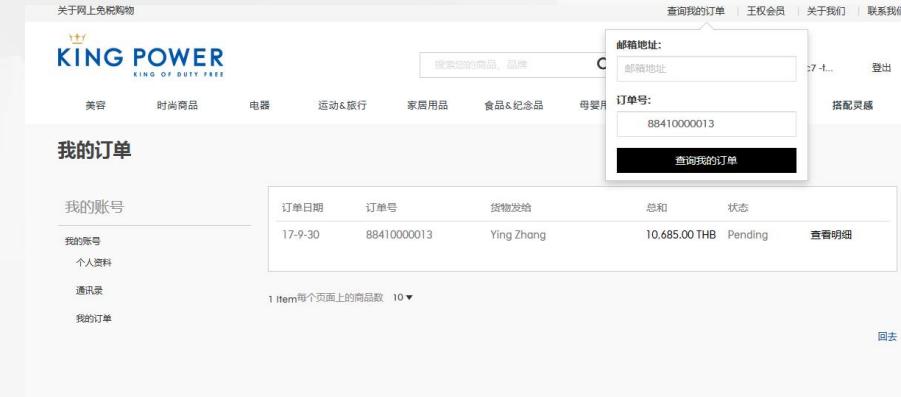

放大地图

• Order query function

The pop-up page is overdone



Just jump to order center is ok



- Return and change online function

Refund online

- Complete payment and not pickup
- Want to return goods partial

- Easier for customer to operate
- No need to arrange resources to handling the request
- It could be optimized to transfer the RMA to business depart by OA system

Give instructions of Return and Refund flow

- Picked up then want to return
- Picked up but have quality problem

- Instruction can save communication time
- Give customer the handle status online
- If records online, then easier to tracking goods sales status timely for supervisor



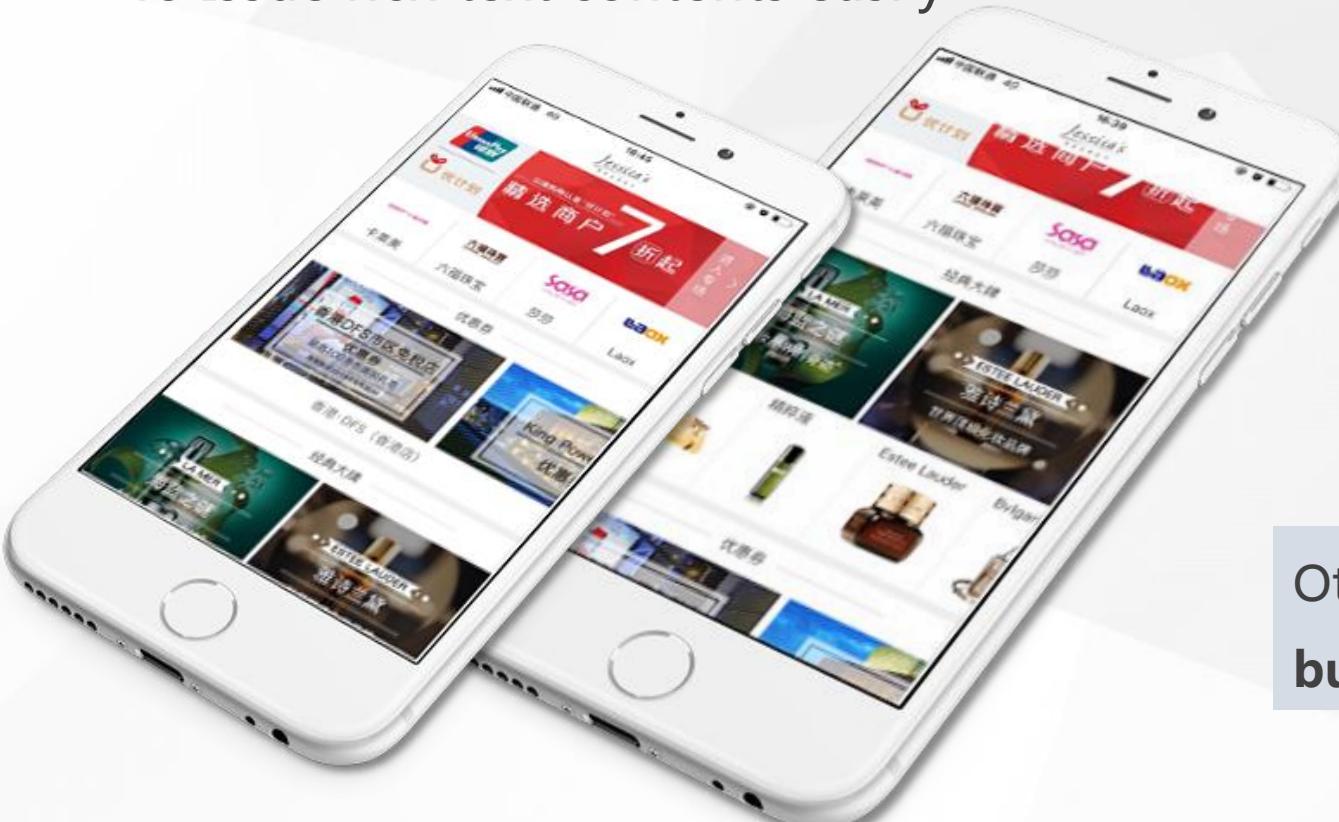
03

The new backend system features



- The new backend has more flexible for contents management and control

- realize one- click multi- terminal publishing, make the contents management easier and faster
- Control the sequence of content blocks easily
- To Issue rich text contents easily



栏目ID	栏目名称	栏目英文名称	展示顺序	操作
1	活动轮播	Carousel Activities	1	修改
2	品牌分类入口	Brand Classification Portal	2	修改
3	12 优惠券	Coupons	7	修改
4	13 经典大牌	Top Brands	6	修改
5	14 热门商场	Popular Malls	8	修改
6	15 旅行购时尚		10	修改
7	16 热门目的地	Popular Destinations	9	修改
8	28 商品热评		4	修改
9	29 汇率计算器		3	修改
10	9 银联特惠	Unionpay Special Offer	5	修改

修改

栏目ID: 12

栏目名称: 优惠券

栏目英文名称: Coupons

显示顺序: 6

首页活动图片: 选择文件 未选择任何文件

状态: 开启

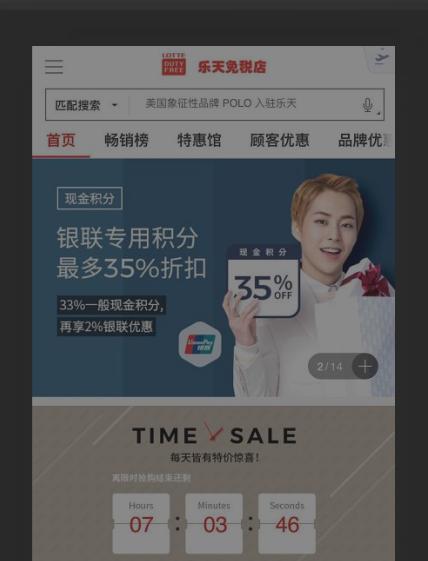
轮播时间: 秒

保存 取消

Other useful function and tools to **satisfy the business requirement** of operation team

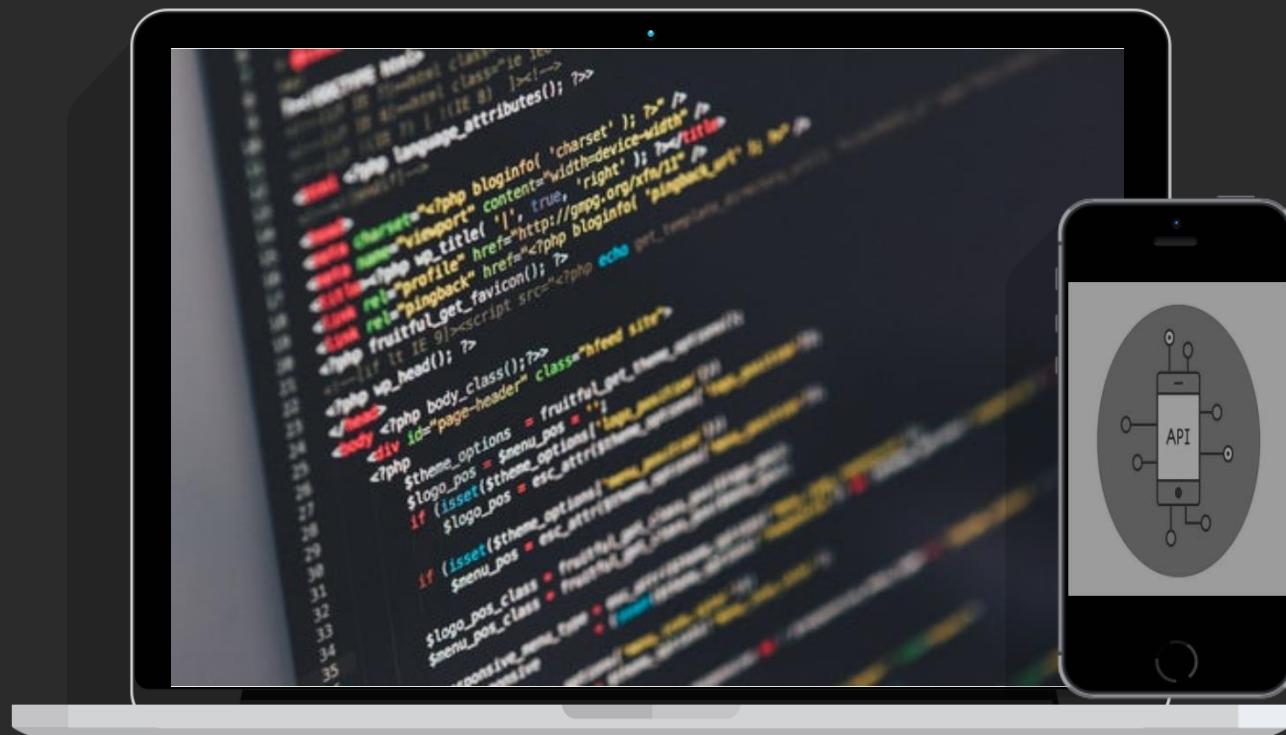
- The new backend will adapt to Chinese marketing requirements

- To adapt diverse promotion or campaign activities
- Tracking the effect of activities , give business analysis report
- Tracking channel performance



- The new system architecture will have better scalability

- Good flexible for customization requirements, could be develop at will for business expansion
- Easier to integrate with other partners for deeply cooperation, could be by API , EDI or other technical methods



04

System copyright and
cooperation



- The new system will be completely open and shared to King Power

- Architecture Documents
- Function/Technical Design Documents
- Module division Documents
- Data flow logic chart
- Interface and APIs
- All coding





05

The Introduction of
Jessica's technology

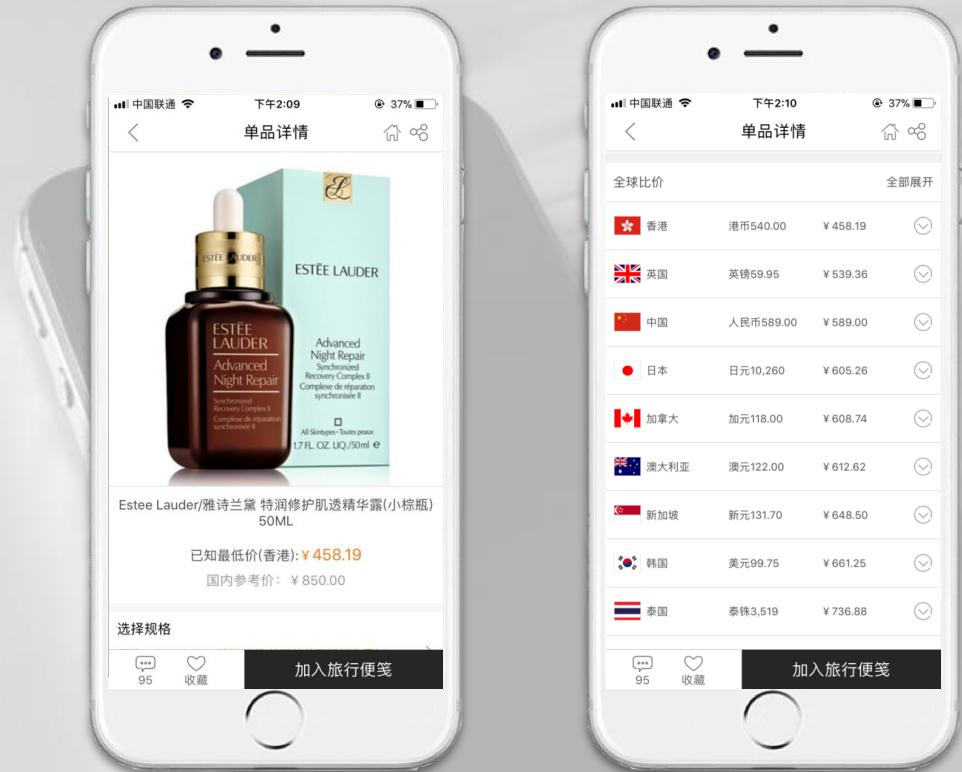
Intro

- Jessica Technology Co., Ltd. was established in 2015 and is located in Beijing, China.
- Jessica has the world's only global product price comparison APP "Jessica's Secret", and it includes global duty-free shops and famous shopping malls.
 - Jessica specializes on the travel and shopping industry, and knows the industry trends and duty-free e-commerce.
 - Jessica's core team members are from well-known e-commerce platforms in China, Tootoo.cn and Gome Online, thus we have professional experience in supporting the development and operation of e-commerce websites.



• Jessica' s Secret App

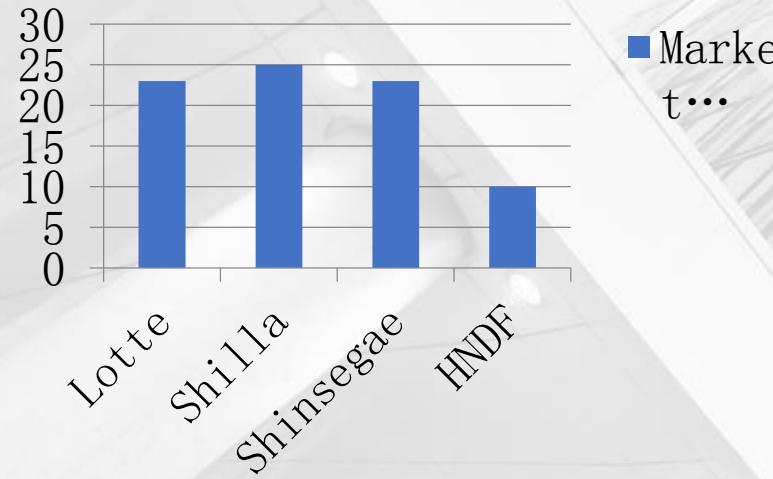
Jessica through an independently developed data monitoring system, conducts data monitoring and comparison of more than 300 duty-free shops and online shopping malls around the world, to facilitate Chinese tourists to compare prices when going abroad. The shopping malls being monitored include China Sunrise, The Shilla , Lotte , Dufry, DFS, etc. Currently has more than 500,000 users.



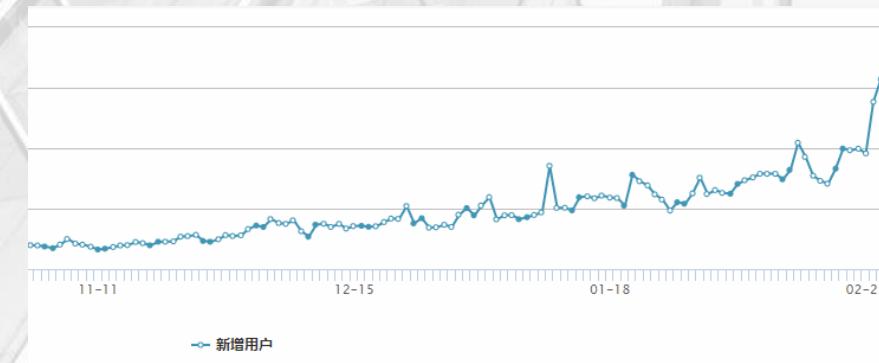
- Focus on Travel Retail

"Jessica" has a deep understanding of the development of the global tax-free industry and the technical status and operation of the various duty-free shops' e-commerce sites. Through the operation of "Jessica's Secret", Jessica is familiar with the shopping habits of Chinese tourists.

Status of global Duty-free online shopping mall



User growth of Jessica App



- Chinese Website of King Power Migration

In October 2017, Jessica assisted King Power in completing the server migration and system optimization of its Chinese website, removing AWS and Google third-party logins and GA codes that were prohibited by the Chinese government, and also optimized some of the redundant code. Helped it improve the sales performance of Chinese websites.

before

TRAFFIC BY COUNTRY (ONLY TH & CN)				
	Apr-17	May-17	Jun-17	Jul-17
Traffic	Thai	351,644	286,917	295,212
	China	64,697	42,536	49,971
Page views	Thai	1,741,671	1,287,961	1,328,075
	China	440,076	320,183	394,031
Unique Page views	Thai	1,337,837	982,148	1,017,373
	China	320,919	226,965	270,580

after



- Strategic Resource in China Travel retail



Jessica maintains a good relationship with many OTAs, travel websites, payment agencies, and banks within China.

We believe these resources will accelerate the business development of the King Power Chinese website .



Thank You!

Pointme